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ABSTRACT

This Ohio Competency Analysis Profile (OCAP), derived from a modified Developing a Curriculum (DACUM) process, is a current comprehensive and verified employer competency program list for entertainment marketing. Each unit (with or without subunits) contains competencies and competency builders that identify the occupational, academic, and employability skills needed to enter this occupational area. Within that outline are three levels of items: core, advancing, and futuring. Core items are essential to entry-level employment. Advancing items are needed to advance in a given occupation. Futuring items are needed to enter and remain in a given occupation 3 to 4 years from now. This profile contains 10 units: (1) human resource foundations; (2) marketing and business foundations; (3) promotion; (4) service technology; (5) selling; (6) pricing; (7) location; (8) entrepreneurship; (9) business functions; and (10) employability skills. (NLA)

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OCAP

OHIO'S COMPETENCY ANALYSIS PROFILE

ENTERTAINMENT MARKETING

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Ohio's Future at Work

Division of Vocational and Career Education
Ohio Department of Education

Vocational Instructional Materials Laboratory
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What is OCAP?

"A comprehensive and verified employer competency list will be developed and kept current for each program." This is the second objective of Imperative 3 of the *Action Plan for Accelerating the Modernization of Vocational Education: Ohio's Future at Work*. Ohio's Competency Analysis Profile (OCAP) lists are the Division of Vocational and Career Education's response to that objective. OCAP lists evolve from a modified DACUM process involving business, industry, labor, and community agency representatives from throughout Ohio. The OCAP process is directed by the Vocational Instructional Materials Laboratory at The Ohio State University's Center on Education and Training for Employment.

How is OCAP used?

Each OCAP contains units (with and without subunits), competencies, and competency builders that identify the occupational, academic, and employability skills needed to enter a given occupation or occupational area. Within that outline there are three levels of items: core, advancing, and futuring. Core items are essential to entry-level employment. These items are required to be taught and will be the basis for questions on the state vocational competency tests (scheduled to begin in FY93). Advancing items (marked with one asterisk) are needed to advance in a given occupation. Futuring items (marked with two asterisks) are needed to enter and remain in a given occupation three to four years from now.

Districts may add as many units, subunits, competencies, and competency builders as desired to reflect local employment needs, trends, and specialties. Local advisory committees should be actively involved in the identification and verification of additional items. Using OCAP lists, instructors will be able to formulate their courses of study and monitor competency gains via the new competency testing program.

The **Employability Skills** portion of this list was verified by the following employer panel:

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Ohio Competency Analysis Profile
Entertainment Marketing

Unit 1: Human Resource Foundations

Competency 1.0.1: Demonstrate positive relations with employers

Competency Builders:

1.0.1.1 Identify needs, functions, and operations of entertainment industry and how they interrelate
1.0.1.2 Identify and support mission and goals of organization
1.0.1.3 Support employer expectations
1.0.1.4 Follow organization policies and procedures
1.0.1.5 Accept constructive criticism
1.0.1.6 Adapt to changes in workplace
1.0.1.7 Identify various management styles*

Competency 1.0.2: Demonstrate positive relations with customers

Competency Builders:

1.0.2.1 Recognize importance of potential customers
1.0.2.2 Analyze customers' needs
1.0.2.3 Apply organization policies to customers
1.0.2.4 Build partnerships with customers
1.0.2.5 Recognize importance of repeat customers

Competency 1.0.3: Demonstrate positive relations with coworkers

Competency Builders:

1.0.3.1 Recognize own personality
1.0.3.2 Recognize and cooperate with various personalities
1.0.3.3 Respect coworkers
1.0.3.4 Empathize with coworkers
1.0.3.5 Determine benefits of teamwork
1.0.3.6 Resolve conflict with coworkers

Competency 1.0.4: Demonstrate professional image

Competency Builders:

1.0.4.1 Apply professional communications skills
1.0.4.2 Exhibit professional appearance
1.0.4.3 Exhibit professional manners
1.0.4.4 Exhibit professional attitude
1.0.4.5 Demonstrate flexibility
1.0.4.6 Apply creative-thinking techniques
1.0.4.7 Show interest in professional growth within entertainment industry
1.0.4.8 Recognize politics of entertainment industry*
1.0.4.9 Recognize importance of professional, union, and advocacy memberships*

* Advancing
** Futuring

Competency 1.0.5: Demonstrate written and oral communication skills

Competency Builders:

1.0.5.1 Listen to and follow written and/or oral directions
1.0.5.2 Ask questions
1.0.5.3 Demonstrate proper telephone techniques
1.0.5.4 Use proper grammar and vocabulary
1.0.5.5 Speak clearly and concisely
1.0.5.6 Write legibly
1.0.5.7 Spell correctly
1.0.5.8 Write documents clearly and concisely
1.0.5.9 Demonstrate computer literacy and keyboarding skills
1.0.5.10 Use dictionary and/or thesaurus
1.0.5.11 Proofread work
1.0.5.12 Interpret written materials
1.0.5.13 Apply nonverbal communication techniques
1.0.5.14 Participate in group discussions
1.0.5.15 Apply creativity
1.0.5.16 Evaluate audience and identify appropriate communication approach
1.0.5.17 Recognize industry language and terminology*

Competency 1.0.6: Maintain safe work environment

Competency Builders:

1.0.6.1 Recognize hazards of entertainment industry
1.0.6.2 Wear proper safety clothing
1.0.6.3 Practice safety habits to prevent accidents
1.0.6.4 Follow opening and closing procedures of organization
1.0.6.5 Monitor premises for safety hazards
1.0.6.6 Handle, store, and operate tools and equipment properly
1.0.6.7 Use appropriate materials-handling techniques
1.0.6.8 Perform general cleaning duties
1.0.6.9 Report emergencies to proper authorities
1.0.6.10 Follow government regulations

Unit 2: Marketing and Business Foundations

Competency 2.0.1: Examine role of marketing

Competency Builders:

2.0.1.1 Identify reasons for marketing
2.0.1.2 Identify functions of marketing
2.0.1.3 Analyze effects of marketing

Competency 2.0.2: Examine marketing and business operations

Competency Builders:

2.0.2.1 Analyze strengths and weaknesses of organization
2.0.2.2 Analyze competition
2.0.2.3 Identify methods of producing a service
2.0.2.4 Analyze roles of management

Competency 2.0.3: Analyze economic fundamentals related to service selling

Competency Builders:

2.0.3.1 Distinguish between service selling and product selling
2.0.3.2 Identify tangible and nontangible products

Unit 3: Promotion

Competency 3.0.1: Develop promotional strategies

Competency Builders:

3.0.1.1 Recognize importance of promotion to services
3.0.1.2 Recognize and assist in developing long-range goals and objectives
3.0.1.3 Determine market(s)
3.0.1.4 Identify target market(s)
3.0.1.5 Compare advantages and disadvantages of advertising, personal selling, sales promotion, and public relations
3.0.1.6 Establish promotional budget
3.0.1.7 Justify proposed promotional budget in relation to industry standards*
3.0.1.8 Identify cost factors when selecting promotional methods*
3.0.1.9 Respond to target markets with appropriate promotion*
3.0.1.10 Evaluate promotional effectiveness

Competency 3.0.2: Examine promotional activities

Competency Builders:

3.0.2.1 Recognize importance of public relations
3.0.2.2 Identify opportunities for publicity
3.0.2.3 Identify types of advertising media
3.0.2.4 Compare media roles
3.0.2.5 Determine promotional and media mix
3.0.2.6 Recognize legal aspects of advertising
3.0.2.7 Recognize importance of personal selling

Competency 3.0.3: Prepare promotional plan

Competency Builders:

3.0.3.1 Plan presentation
3.0.3.2 Develop timelines
3.0.3.3 Develop media mix
3.0.3.4 Develop portfolio
3.0.3.5 Implement promotional plan

* Advancing
** Futuring

Unit 4: Service Technology

Competency 4.0.1: Develop talent

Competency Builders:

4.0.1.1 Apply technical theory and knowledge
4.0.1.2 Follow safety and health regulations
4.0.1.3 Demonstrate verbal and nonverbal communication skills
4.0.1.4 Practice production skills
4.0.1.5 Demonstrate production skills
4.0.1.6 Develop global and historical perspective of entertainment industry*

Competency 4.0.2: Maintain technical proficiency

Competency Builders:

4.0.2.1 Identify, assemble, and use reference materials
4.0.2.2 Apply information from reference materials
4.0.2.3 Read technical manuals, journals, and periodicals
4.0.2.4 Participate in formal and informal education or training opportunities
4.0.2.5 Attend meetings, workshops, seminars, conferences, and demonstrations
4.0.2.6 Participate in professional organizations

Competency 4.0.3: Market talent

Competency Builders:

4.0.3.1 Examine nature and scope of talent
4.0.3.2 Identify considerations in marketing own talent
4.0.3.3 Identify marketing strategies
4.0.3.4 Develop marketing plan
4.0.3.5 Implement marketing plan

Unit 5: Selling

Competency 5.0.1: Develop sales plan

Competency Builders:

5.0.1.1 Set sales and income goals
5.0.1.2 Identify target customer list
5.0.1.3 Determine customer needs
5.0.1.4 Monitor sales plan

Competency 5.0.2: Demonstrate preselling skills

Competency Builders:

5.0.2.1 Identify types of customers
5.0.2.2 Examine types of selling approaches
5.0.2.3 Identify products and prices of competitors
5.0.2.4 Maintain product knowledge

* Advancing
** Futuring

Competency 5.0.3: Apply selling techniques

Competency Builders:

5.0.3.1 Demonstrate oral communication skills
5.0.3.2 Utilize appropriate selling approach
5.0.3.3 Use appropriate questioning techniques
5.0.3.4 Determine customer needs
5.0.3.5 Demonstrate feature-benefit sales presentation
5.0.3.6 Demonstrate knowledge of service
5.0.3.7 Overcome customer objections
5.0.3.8 Recognize buying signals
5.0.3.9 Utilize support services
5.0.3.10 Close sale
5.0.3.11 Suggest additional services
5.0.3.12 Perform follow-up activities
5.0.3.13 Perform customer-servicing activities

Competency 5.0.4: Process telephone sales

Competency Builders:

5.0.4.1 Develop customer list
5.0.4.2 Develop telephone sales presentation
5.0.4.3 Operate equipment
5.0.4.4 Display telephone etiquette
5.0.4.5 Apply listening skills
5.0.4.6 Apply oral communication skills
5.0.4.7 Secure positive responses
5.0.4.8 Maintain and use calling records
5.0.4.9 Close sale

Unit 6: Pricing

Competency 6.0.1: Develop pricing policy

Competency Builders:

6.0.1.1 Identify funding sources
6.0.1.2 Identify psychological effects of pricing
6.0.1.3 Identify economical influences on pricing
6.0.1.4 Determine how supply and demand affect price
6.0.1.5 Compare pricing strategies
6.0.1.6 Analyze prices of competitors
6.0.1.7 Analyze legal considerations

Competency 6.0.2: Calculate price for services

Competency Builders:

6.0.2.1 Apply financial terminology
6.0.2.2 Analyze income and expense relationships
6.0.2.3 Determine add-on costs and contingencies

* Advancing
** Futuring

Competency 6.0.3: Invoice for services

Competency Builders:

6.0.3.1 Prepare invoice
6.0.3.2 Calculate extensions
6.0.3.3 Mail invoice
6.0.3.4 Maintain records

Unit 7: Location

Competency 7.0.1: Analyze distribution of services

Competency Builders:

7.0.1.1 Identify distribution channels
7.0.1.2 Identify distribution procedures for services
7.0.1.3 Identify personnel needs

Competency 7.0.2: Analyze factors effecting ability to provide a service to target market

Competency Builders:

7.0.2.1 Identify facility and equipment needs
7.0.2.2 Identify location factors
7.0.2.3 Identify scheduling conflicts
7.0.2.4 Analyze product or service
7.0.2.5 Analyze length of time to offer product or service

Unit 8: Entrepreneurship

Competency 8.0.1: Investigate entrepreneurship

Competency Builders:

8.0.1.1 Examine characteristics of entrepreneurs
8.0.1.2 Identify qualities and skills needed by business owners
8.0.1.3 Identify advantages and disadvantages of owning a small business
8.0.1.4 Compare business ownership to working for others
8.0.1.5 Identify personal risks of owning a small business

Competency 8.0.2: Examine entrepreneurship as a personal goal

Competency Builders:

8.0.2.1 Evaluate personal interests and skills
8.0.2.2 Compare personal interests and skills with those necessary for entrepreneurship
8.0.2.3 Assess ability and aptitude to become a successful entrepreneur
8.0.2.4 Determine motives for becoming an entrepreneur
8.0.2.5 Identify entrepreneurial management skills

Competency 8.0.3: Analyze opportunities for starting a new business

Competency Builders:

8.0.3.1 Evaluate types of businesses in community
8.0.3.2 Research economic development of community
8.0.3.3 Analyze demographics of community
8.0.3.4 Identify opportunities for change in business environment
8.0.3.5 Compare advantages and disadvantages of manufacturing, wholesaling, retailing, and service businesses
8.0.3.6 Analyze environmental impact on a business
8.0.3.7 Evaluate types of profit and nonprofit business structures and their legal aspects
8.0.3.8 Identify sources of finances
8.0.3.9 Survey potential customers
8.0.3.10 Develop business plan

Unit 9: Business Functions

Competency 9.0.1: Identify legal functions

Competency Builders:

9.0.1.1 Recognize elements of contracts
9.0.1.2 Examine role of unions in entertainment industry
9.0.1.3 Research insurance and liability issues

Competency 9.0.2: Identify financial functions

Competency Builders:

9.0.2.1 Identify fixed operating costs
9.0.2.2 Identify variable operating costs
9.0.2.3 Recognize differences between earned and unearned income
9.0.2.4 Recognize need for working relationship with financial institutions
9.0.2.5 Recognize tax and audit issues
9.0.2.6 Develop budgets
9.0.2.7 Develop long-range plans

Competency 9.0.3: Identify personnel functions

Competency Builders:

9.0.3.1 Identify roles of paid staff
9.0.3.2 Identify roles of independent contractors
9.0.3.3 Identify roles of volunteers
9.0.3.4 Identify importance of community relations
9.0.3.5 Identify role of board of directors
9.0.3.6 Identify employee benefits
9.0.3.7 Analyze organizational chart

* Advancing
** Futuring

Competency 9.0.4: Evaluate role of management in service selling

Competency Builders:

9.0.4.1 Identify management functions performed in service selling
9.0.4.2 Compare specific management styles
9.0.4.3 Identify time-management techniques
9.0.4.4 Analyze benefits of professional and trade associations

Competency 9.0.5: Develop management strategies*

Competency Builders:

9.0.5.1 Set organization goals and objectives*
9.0.5.2 Build leadership traits*
9.0.5.3 Establish business policies*
9.0.5.4 Make business decisions*
9.0.5.5 Establish professional support system(s)*

Unit 10: Employability Skills

Subunit 10.1: Career Development

Competency 10.1.1: Investigate career options

Competency Builders:

10.1.1.1 Determine interests and aptitudes
10.1.1.2 Identify career options
10.1.1.3 Research occupations matching interests and aptitudes
10.1.1.4 Select career(s) that best match(es) interests and aptitudes
10.1.1.5 Identify advantages and disadvantages of career options, including nontraditional careers
10.1.1.6 Assess differences in wages, annual incomes, and job opportunities based on geographic location
10.1.1.7 Develop a career plan

Competency 10.1.2: Analyze potential barriers to employment

Competency Builders:

10.1.2.1 Identify common barriers to employment
10.1.2.2 Develop strategies to overcome employment barriers

Unit 10: Employability Skills
Subunit 10.2: Decision Making and Problem Solving

Competency 10.2.1: Apply decision–making techniques in the workplace

Competency Builders:

10.2.1.1 Identify the decision to be made
10.2.1.2 Compare alternatives
10.2.1.3 Determine consequences of each alternative
10.2.1.4 Make decisions based on values and goals
10.2.1.5 Evaluate the decision made

Competency 10.2.2: Apply problem–solving techniques in the workplace

Competency Builders:

10.2.2.1 Diagnose the problem and its causes
10.2.2.2 Identify alternatives and their consequences in relation to the problem
10.2.2.3 Examine multicultural and nonsexist dimensions of problem solving
10.2.2.4 Utilize resources to explore possible solutions to the problem
10.2.2.5 Compare and contrast the advantages and disadvantages of each solution
10.2.2.6 Determine appropriate action
10.2.2.7 Evaluate results

Unit 10: Employability Skills
Subunit 10.3: Work Ethic

Competency 10.3.1: Evaluate the relationship of self–esteem to work ethic

Competency Builders:

10.3.1.1 Identify special characteristics and abilities in self and others
10.3.1.2 Identify internal and external factors that affect self–esteem

Competency 10.3.2: Analyze the relationship of personal values and goals to work ethic both in and out of the workplace

Competency Builders:

10.3.2.1 Distinguish between values and goals
10.3.2.2 Determine the importance of values and goals
10.3.2.3 Evaluate how values affect goals
10.3.2.4 Identify short–term and long–term goals
10.3.2.5 Prioritize personal goals
10.3.2.6 Describe how personal values are reflected in work ethic
10.3.2.7 Describe how interactions in the workplace affect personal work ethic
10.3.2.8 Examine how life changes affect personal work ethic

Competency 10.3.3: Demonstrate work ethic

Competency Builders:

10.3.3.1 Examine factors that influence work ethic
10.3.3.2 Exhibit characteristics that reflect an appropriate work ethic

* Advancing
** Futuring

Unit 10: Employability Skills
Subunit 10.4: Job–Seeking Skills

Competency 10.4.1: Prepare for employment

Competency Builders:

10.4.1.1 Identify traditional and nontraditional employmentsources
10.4.1.2 Utilize employment sources
10.4.1.3 Research job opportunities, including nontraditional careers
10.4.1.4 Interpret equal employment opportunity laws
10.4.1.5 Explain the critical importance of personal appearance, hygiene, and demeanor throughout the employment process
10.4.1.6 Prepare for generic employment tests and those specific to an occupation/organization

Competency 10.4.2: Design a resume

Competency Builders:

10.4.2.1 Identify personal strengths and weaknesses
10.4.2.2 ist skills and/or abilities, career objective(s), accomplishments/achievements, educational background, and work experience
10.4.2.3 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
10.4.2.4 Complete r)sum) using various formats
10.4.2.5 Secure references

Competency 10.4.3: Complete and process job application forms

Competency Builders:

10.4.3.1 Explain the importance of an application form
10.4.3.2 Identify ways to obtain job application forms
10.4.3.3 Describe methods for handling illegal questions on job application forms
10.4.3.4 Demonstrate legible written communications skills using correct grammar, spelling, and concise wording
10.4.3.5 Return application to proper person, request interview, and follow up

Competency 10.4.4: Demonstrate interviewing skills

Competency Builders

10.4.4.1 Investigate interview environment and procedures
10.4.4.2 Explain the critical importance of personal appearance, hygiene, and demeanor
10.4.4.3 Demonstrate question and answer techniques
10.4.4.4 Demonstrate methods for handling difficult and/or illegal interview questions

Competency 10.4.5: Secure employment

Competency Builders:

10.4.5.1 Identify present and future employment opportunities within an occupation/organization
10.4.5.2 Research the organization/company
10.4.5.3 Use follow–up techniques to enhance employment potential
10.4.5.4 Compare and evaluate job offers

Unit 10: Employability Skills
Subunit 10.5: Job Retention Skills

Competency 10.5.1: Analyze the organizational structure of the workplace

Competency Builders:

10.5.1.1 Identify and evaluate employer expectations regarding job performance, work habits, attitudes, personal appearance, and hygiene
10.5.1.2 Be aware of and obey all company policies and procedures
10.5.1.3 Examine the role/relationship between employee and employer
10.5.1.4 Recognize opportunities for advancement and reasons for termination

Competency 10.5.2: Maintain positive relations with others

Competency Builders:

10.5.2.1 Exhibit appropriate work habits and attitude
10.5.2.2 Identify behaviors to establish successful working relationships
10.5.2.3 Cooperate and compromise through teamwork and group participation
10.5.2.4 Identify alternatives for dealing with harassment, bias, and discrimination based on race, color, national origin, sex, religion, handicap, or age

Unit 10: Employability Skills
Subunit 10.6: Job Advancement

Competency 10.6.1: Analyze opportunities for personal and career growth

Competency Builders:

10.6.1.1 Determine opportunities within an occupation/organization
10.6.1.2 Compare and contrast other opportunities
10.6.1.3 List benefits of job advancement
10.6.1.4 Evaluate factors involved when assuming a new position within or outside an occupation/organization

Competency 10.6.2: Exhibit characteristics needed for advancement

Competency Builders:

10.6.2.1 Display a positive attitude
10.6.2.2 Demonstrate knowledge of a position
10.6.2.3 Perform quality work
10.6.2.4 Adapt to changing situations and technology
10.6.2.5 Demonstrate capability for different positions
10.6.2.6 Respect, accept, and work with ALL individuals in the workplace

* Advancing
** Futuring

Unit 10: Employability Skills
Subunit 10.7: Technology in the Workplace

Competency 10.7.1: Assess the impact of technology in the workplace

Competency Builders:

10.7.1.1 Cite how past business/industry practices have influenced present business/industry processes
10.7.1.2 Investigate the use of technology in the workplace
10.7.1.3 Analyze how present skills can be applied to learning new technologies

Competency 10.7.2: Use a variety of technological applications

Competency Builders:

10.7.2.1 Explore basic mathematical, scientific, computer, and technological principles
10.7.2.2 Use technology to accomplish assigned tasks
10.7.2.3 Create solutions to problems using technical means

Unit 10: Employability Skills
Subunit 10.8: Lifelong Learning

Competency 10.8.1: Apply lifelong learning to individual situations

Competency Builders:

10.8.1.1 Define lifelong learning
10.8.1.2 Identify factors that cause the need for lifelong learning

Competency 10.8.2: Adapt to change

Competency Builders:

10.8.2.1 Analyze the effects of change
10.8.2.2 Identify reasons why goals change
10.8.2.3 Describe the importance of flexibility when reevaluating goals
10.8.2.4 Evaluate the need for continuing education/training

Unit 10: Employability Skills
Subunit 10.9: Economic Education

Competency 10.9.1: Analyze global enterprise systems

Competency Builders:

10.9.1.1 Identify characteristics of various enterprise systems
10.9.1.2 Examine the relationship between competition, risk, and profit
10.9.1.3 Illustrate how supply and demand influence price

Competency 10.9.2: Evaluate personal money management

Competency Builders:

10.9.2.1 Describe the need for personal management records
10.9.2.2 dentify methods of taxation
10.9.2.3 Analyze how credit affects financial security
10.9.2.4 Compare types and methods of investments
10.9.2.5 Prepare a personal budget
10.9.2.6 Be an informed and responsible consumer
10.9.2.7 Analyze the effects of advertising on the consumer

Unit 10: Employability Skills
Subunit 10.10: Balancing Work and Family

Competency 10.10.1: Analyze the effects of family on work

Competency Builders:

10.10.1.1 Recognize how family values, goals, and priorities are reflected in the workplace
10.10.1.2 Identify present and future family structures and responsibilities
10.10.1.3 Describe personal and family roles
10.10.1.4 Analyze concerns of working parent(s)
10.10.1.5 Examine how family responsibilities can conflict with work
10.10.1.6 Resolve family–related conflicts
10.10.1.7 Explain how to use support systems/community resources to help resolve family–related conflicts

Competency 10.10.2: Analyze the effects of work on family

Competency Builders:

10.10.2.1 Identify responsibilities associated with paid and nonpaid work
10.10.2.2 Compare the advantages and disadvantages of multiple incomes
10.10.2.3 Examine how work can conflict with family responsibilities
10.10.2.4 Describe how work–related stress can affect families
10.10.2.5 Identify family support systems and resources

Unit 10: Employability Skills
Subunit 10.11: Citizenship in the Workplace

Competency 10.11.1: Exercise the rights and responsibilities of citizenship in the workplace

Competency Builders:

10.11.1.1 Identify the basic rights and responsibilities of citizenship
10.11.1.2 Examine the history and contributions of all racial, ethnic, and cultural groups

Competency 10.11.2: Cooperate with others in the workplace

Competency Builders:

10.11.2.1 Identify situations in which compromise is necessary
10.11.2.2 Examine how individuals from various backgrounds contribute to work–related situations
10.11.2.3 Demonstrate initiative to facilitate cooperation
10.11.2.4 Give and receive constructive criticism to enhance cooperation

Unit 10: Employability Skills
Subunit 10.12: Leadership

Competency 10.12.1: Evaluate leadership styles appropriate for the workplace

Competency Builders:

10.12.1.1 Identify characteristics of effective leaders
10.12.1.2 Compare leadership styles
10.12.1.3 Demonstrate effective delegation skills
10.12.1.4 Identify opportunities to lead in the workplace

Competency 10.12.2: Demonstrate effective teamwork skills

Competency Builders:

10.12.2.1 Identify the responsibilities of a valuable group member
10.12.2.2 Exhibit open–mindedness
10.12.2.3 Identify methods of involving each member of a team
10.12.2.4 Contribute to the efficiency and success of a group
10.12.2.5 Determine ways to motivate others

Competency 10.12.3: Utilize effective communication skills

Competency Builders:

10.12.3.1 Demonstrate the importance of listening
10.12.3.2 Demonstrate assertive communication
10.12.3.3 Recognize the importance of verbal and nonverbal cues and messages
10.12.3.4 Analyze written material
10.12.3.5 Prepare written material
10.12.3.6 Give and receive feedback
10.12.3.7 Articulate thoughts
10.12.3.8 Use appropriate language

Unit 10: Employability Skills
Subunit 10.13: Entrepreneurship

Competency 10.13.1: Evaluate the role of small business in the economy

Competency Builders:

10.13.1.1 Identify the benefits of small business to a community
10.13.1.2 Analyze opportunities for small business in a community

Competency 10.13.2: Examine considerations of starting a business

Competency Builders:

10.13.2.1 Research a business idea
10.13.2.2 Compare various ways to become a small business owner
10.13.2.3 Investigate factors to consider in financing a new business
10.13.2.4 Evaluate entrepreneurship as a career option

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